

IT'S JUST
NOT WORTH
THE RISK



TO YOUR...

ATHLETIC PERFORMANCE !

- ⇒ Athletes who drink are **TWICE** as likely to become injured.
- ⇒ Recent alcohol use impairs reaction time, and negatively affects heart, lungs and muscle performance.

ACADEMIC PERFORMANCE !

- ⇒ Alcohol can change a teen's developing brain and negatively impact brain functioning, making it harder to learn.
- ⇒ Youth who drink alcohol are more likely to have higher absence rates and poor or failing grades.

LIFE-LONG HEALTH !

- ⇒ Youth who start drinking before age 15 are **SIX TIMES** more likely to develop alcohol dependence or abuse later in life than those who begin to drink at or after age 21.
- ⇒ Research shows that athletes who "binge drink" acquire osteoporosis, a brittle bone disease, much earlier in life than those who don't drink, and the damage done in an athlete's teen years cannot be reversed.

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WELCOME to the collaborative Life of an Athlete (LOA) and Students Against Destructive Decisions (SADD)

Activism!

*Please take the time to read through this flyer!
Then visit the LOA and SADD tables to learn more about
each student organization*



SADD chapters from each of the six high schools in Eau Claire County influence their peers and inspire adults by working together to make a positive difference in their schools and their communities.

At the beginning of every school year, The Alliance for Substance Abuse Prevention sponsors a county-wide training that empowers youth with the knowledge and skills necessary to become agents for positive change within their schools and community as peer educators and activists for prevention.

Throughout the school year, activisms are designed and carried out to increase awareness of the risks of underage drinking and other destructive decisions.



The LOA program was developed by John Underwood—an internationally recognized human performance expert. The program focusses on the impact of lifestyle choices on mental and physical

performance and includes in-depth research on proper sports nutrition, recovery, sleep, and alcohol and other drug use. It calls special attention to a Stanford University study about the negative impact of alcohol on the teen brain. LOA is being used in schools across the county to engage both parents and teens in committing to healthy lifestyles that support optimal athletic and academic performance.

Coaches select student athletes to attend LOA Leadership Trainings that increase their ability to understand and value the 6 LOA principles and effectively lead their peers.

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